

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR  
WEB SITE USER REDIRECTION**

*Abstract*

A system method and computer program product for redirecting a consumer (i.e., user) to a previously selected Web site is provided. In an embodiment of the invention, the user acquires a product or service from a first Web site. In the course of acquiring the product or service, the first Web site places a cookie on the user's computer. The cookie identifies the first Web site and associates it with the product or service the user has purchased. Subsequently, the user will receive a Universal Resource Locator (URL) from a second Web site offering the same product or service. When the user activates the URL, they are directed to the second Web site. In response, the second Web site searches for a relevant cookie located on the user's computer. If found, the second Web site determines from the cookie whether the user already possesses the particular product or service being offered by the second Web site. If the second Web site determines that the user already possesses the product or service, the second Web site redirects the user to the first Web site, which is specified by the cookie. If the second Web site determines that the user does not possess the product or service, the second Web site proceeds to offer the product or service to the user. As a result, a user who already possesses the product or service will not receive duplicate offers to supply the product or service from multiple Web sites.